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Note for Broeman, Ina

*** URGENT ***
From: de Castro, Jose
Date: Wed, Feb 21, 1996 11:21 AM
Subject: Merit Bowling Presentation
To: Berner, Vicki; Gross, Deane; Tan, Amarind
Cc: Broeman, Ina; Sansone, Jodi

Vicki and Amarind,

As discussed, we will be making a presentation to Suzanne tomorrow at 4pm (room TBD). The objectives for the meeting are to

- Take Suzanne through the Merit Bowling Nights program. Objectives, Strategies, Tactics, and all the executional elements of the program. I would like Suzanne to be taken through in detail of what happens to a consumer once they enter one our Bowling Nights Centers.
- Outline the different executional scenarios: bands, buffets, dj,cigarrette sales, etc.
- Let's bring any show and tell we have available (glow in the dark pins, t-shirts, posters, bar kits, etc).
- BUDGET.

After Bowling Nights, we will go through our challenges for the 1996 program, improvements proposed, and what other ideas we are trying to look into (set up centers as retailers, continuity, name generation, merchandising units, pizazz at state and national finals).

We did an excellent job selling the program in to Roy, now its Suzanne's turn. Let's discuss the flow of the meeting, tomorrow at 9:30. If you have any questions, let me know...Jose

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